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2. (Twice Amended) A method as claimed in claim 1, wherein the detected numbers of at least two detection ranges are centrally registered and evaluated.

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3. (Amended) A method as claimed in claim 2, wherein the mode of presenting the messages is centrally controlled.

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~~4. (Twice Amended) An arrangement for detecting customers behavior due to one of projected visual and projected audiovisual messages and for detecting the range of action of the projected messages, wherein sensors are provided being associated to at least one range for detecting movements of the customers in said range, at least a first sensor is provided at an entry of said range for detecting in direct sequence first counting signals and at least a second sensor is provided at an exit of said range for detecting second counting signals, a display is provided for presenting messages in said range, a cash box for is provided detecting bought products and a computer is provided for recording and evaluating the signals of the movements and the counting signals and for controlling said display.~~

5. (Twice Amended) An arrangement according to claim 4, wherein two ranges connected with one another via a passage, at which at least a third sensor

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is provided, wherein the display is arranged in said first range and the products in said second range.

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6. (Amended) An arrangement according to claim 4 or 5, wherein said second sensor at the exit is coupled to an electronic cash register.

7.(Amended) An arrangement according to claim 6, wherein said computer includes an image storage for the display.

8. (Amended) An arrangement according to claim 7, wherein said computer is in combination with computers of further arrangements to a central detection and evaluation unit.

9. (Amended) An arrangement according to claim 4, wherein a fiber optical display is employed.

10. (Amended) An arrangement according to claim 4 or 9, wherein the display is arranged in upright position.

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11. (Amended) An arrangement according to claim 4 or 9, wherein the display is arranged suspended in suitable manner.

12. (Amended) An arrangement according to claim 10, wherein the display is arranged inclinedly.

13. (Amended) An arrangement according to claim 10, wherein a plurality of displays are arranged in suitable manner.

14. (Amended) An arrangement according to claim 4, wherein the same is cross-linked with at least a further same arrangement via a central station.

15. (Amended) An arrangement according to claim 11, wherein the display is arranged inclinedly.

16. (Amended) An arrangement according to claim 11, wherein a plurality of displays are arranged in suitable manner.

17. (Amended) An arrangement according to claim 12, wherein a plurality of displays are arranged in suitable manner.

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Please add the following claims.

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D3* --18. (Newly Added) A method for detecting customer behavior comprising the steps of:

detecting in direct sequence a number of potential customers with a first sensor;

detecting the number of potential customers that exit with a second sensor;

projecting a message to potential customers;

determining actual customers of said potential customers who purchased at least one product projected in said message; and

recording and correlating the number of the potential customers and the actual customers.

19. (Newly Added) A method for detecting customer behavior according to claim 18, wherein the message is one of a visual message and an audiovisual message.

20. (Newly Added) A method for detecting customer behavior according to claim 18, wherein a message is only projected to potential customers if the number of potential customers detected in direct sequence with the first sensor exceeds the number potential customers that exit detected with the second sensor.

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21. (Newly Added) A method for detecting customer behavior according to claim 18, wherein the step of recording and correlating data is via a worldwide link.

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D4* 22. (Newly Added) An apparatus for detecting consumer behavior comprising:

- a first sensor for detecting in direct sequence a number of potential customers;
- a second sensor for detecting the number of potential customers that exit;
- a unit for presenting a message;
- a register for determining actual customers of said potential customers who purchased at least one product presented in said message;
- a computer for recording and evaluating the number of potential customers and the number of actual customers and for controlling said unit.

23. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, wherein the computer controls the unit so that a message is only presented when the number of potential customers detected with the first sensor exceeds the number of potential customers that exit detected with the second sensor.

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24. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, wherein the message is one of a visual message and an audiovisual message.

25. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, further comprising a central control unit for controlling said computer.

26. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, wherein said unit is suspended at an angle.

27. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, wherein said unit is a fiber optic display.

28. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, wherein said unit is a plurality of units.

29. (Newly Added) An apparatus for detecting consumer behavior according to claim 22, further comprising a third sensor for detecting removal of a product.--
